

# City of Ashland

## 2014-15 Green Tier Legacy Community Annual Report

### Build and Buy Green

- **New Fire Station:** In the spring, ground breaking commenced of the first new fire station in Ashland in 94 years for the purpose of consolidating operations of the Ellis and Beaser Stations into one 21<sup>st</sup> century facility.
- **Prentice Park Camping Facilities:** In 2015 the WCM for Prentice Park Access and Trail improvement was closed out. Thru this grant, the City was able to update 2 miles of trail into ADA compliancy, provide easy access to the duck pond, artesian well, large pavilion, small pavilion and playground. This grant also assisted with the purchase of a new inclusive swing and swing set bay at the park plus a seasonal fishing pier that can be used as a canoe and kayak landing to access and explore the Fish Creek Slough located in Prentice Park. In the fall of 2015, construction started on the parks campground, and the City received a DNR Stewardship Grant for the redevelopment of the campground and construction of a new comfort station. When finished the campground will have 6 RV sites with water, electric, Wifi, easy access to showers, plus 10 tent sites located in the City.

### Transportation

- **Major Street Repairs:** Plans have been set in place for the much needed repaving of 6<sup>th</sup> Street, a large thoroughfare through Ashland, also known as Highway 137. This project will incorporate new utility infrastructure, as well as new sidewalks on one side of the street. Grant funding has been secured for the repaving and utility improvements on 7<sup>th</sup> Ave E as well.
- **Pedestrian Underpass Mural Project:** In late 2015, startup funds were secured for a community mosaic/mural project to be installed in the Ed Griffiths pedestrian underpass in 2016. The underpass safely links Ashland's downtown to its waterfront for pedestrians, wheel chair users, and bikers. The mural will be aimed to draw attention to these community assets, form regional partnerships, and celebrate the regions ecological wonders.

### Land Use

- **NSP Ashland Lakeshore Superfund Site:** The City is in the process of finalizing a land-use plan based on community input for post remediation of the site. The intent is to make the community desires for post remediation known, so that the site can become a usable community asset and not merely a capped landfill.
- **Roffers Site:** Final funding for the clean-up of a roughly 4 acre brownfield site in the heart of an established residential district in Ashland is being secured. The clean-up is anticipated for summer 2016, and the site should be ready for development shortly after.
- **Bike Trail Connected:** In late 2015, the final leg of the Ashland Rails to Trails System (ARTS) was complete linking Maslowski Beach and Prentice Park to the rest of the trail system. Residents and visitors can now ride, run, walk or skate on 11.5 miles of paved trail in and around the City of Ashland. The whole trail was funded by DOT Pedestrian Infrastructure Funds.
- **Comprehensive Plan Update:** *Authentic Ashland 2035*, the 10 year update of the City of Ashland Comprehensive Plan, is underway. The City is working with consultant group CZB, addressing the needs of the community and involving citizens in every piece of the process. In this plan, special consideration will be given to sustainability, and downtown access.

### Energy

- **LED lights.** The City received a grant for over \$16,000 to replace several existing fluorescent street lights with LED bulbs, in an effort to greatly reduce unnecessary electrical consumption.

- **25 by 25 Group Reenacted:** In late 2015 a group of regional stakeholders have come together to resurrect an effort started in 2009 to reduce greenhouse gas emissions by 25% by the year 2025. This group works to share knowledge, discuss sustainable energy initiatives in the works, and identify ways to work together and move forward on opportunities for regional energy improvements.
- **Mayors Compact:** In November, 2015, Mayor Deb Lewis agreed to work towards complying with the "Compact of Mayors", the world's largest cooperative effort among mayors and city leaders to reduce greenhouse gas emissions, track progress, and prepare for the impacts of climate change.

### Water

- **Ore Dock Project:** Work towards the redevelopment of the Ore Dock base for public recreational use began in 2015, with consultant group Smithgroup JJR Westbrook hired on to assist City staff and citizens in this effort. In late 2015, several public input sessions were held to inform the design of the dock base and upland area.
- **Resolution to protect water quality:** the City Council passed a resolution to protect City water, air, and overall well-being from the harmful impacts of potential CAFOs in the Chequamegon Bay region.
- **Maslowski beach:** With funding from Wisconsin Coastal Management, the City is working with Northland College on the Maslowski Beach Water Quality Education project. The Burke Center performed additional water quality testing to identify possible sources of pollution at the beach. The Center for Rural Communities (CRC) performed social surveys to see why people are swimming at Maslowski, assessing the effectiveness of the public education process on beach advisories. The CRC helped in the design of the new sign to be installed May, 2016, to education beach goers on water quality issues. These signs will also indicate whether the beach is open, under advisory or closed. In December of 2015, the City was invited to apply for an EPA Green Infrastructure Grant to assisting the redevelopment of Maslowksi Beach thru green practices to improve water quality.
- **Bay view beach:** With the input of citizens, plans have been created for an update and redesign of Bay View beach and pier. In late 2015, the City applied for two grants to help with the construction phase of this project. The City has been given verbal notice that both of these awards were granted. Construction is hoped to start in fall of 2016. The City is waiting on a third and final grant to pay for the project.
- **Beach Monitoring:** Maslowski, 6<sup>th</sup> Ave, and Kreher beaches continue to be monitored 2 days per week and after large rain events, seasonally. Northland College will be using modeling and actual lab samples to determine advisories and closures. The City received approval to send 10-16 water samples from Maslowski to Milwaukee to get DNR review, to try to figure out where the E.coli contamination is coming from (avian, human, dog, cow, etc.). The DNR will find a funding source to make this happen. Chris McNerney at Northland and Cyndi Zach from the Health Dept. have been key in making sure that this happens.

### Waste

- **Eagle Waste and recycling:** The City has continued their contract with Eagle Waste and recycling, providing municipal single-stream recycling services and waste pick-up to residents throughout the City.
- **City yard waste:** The City continues to provide a yard waste disposal site, available for City of Ashland residents, located at the City of Ashland Public Works Facility.
- **Paint exchange:** The paint exchange is a community program set up to help residents recycle paints and painting supplies so that the polluting substances stay out of our landfill and our precious water supply. It is a self-service exchange, located at the City of Ashland Public Works Facility. All usable paints and supplies can be dropped off and picked up at this location.

Element	Max. Score	 <b>GREEN TIER</b>	<h1>Sustainability Strategies Scoresheet</h1> <p>(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>	Community Name 2015 Scores*	Community Name 2016 Goal*



transportation, energy, land use, water, waste, and health. This scoresheet is intended to be dynamic and flexible. In the spirit of continuous improvement toward superior environmental performance, suggested revisions to this scoresheet are always encouraged.

**TRANSPORTATION DEMAND MANAGEMENT:**

Transportation demand management strategies aim to reduce GHG emissions and VMT by influencing change in individual behavior. These strategies encourage walking, bicycling, and transit as modes of transportation within a community and seek to curb the number and length of trips by vehicle.

TRANSPORTATION	<b><u>Bicycle and Pedestrian Programs/Projects</u></b>				
	2	Require bike parking for all new non-residential and multifamily uses.		1	2
	1	Set standards for placement and number (as function of intensity of use) for bike parking spaces.		1	1
	3	Commuter bike routes identified and cleared.		0	2
	10	League of American Bicyclists certification. (Bronze 5, Silver 7, Platinum 10)		0	0
	3	Funded and operating SRTS program (or functional equivalent) covering at least 10 percent of students.		3	3
	1	Conduct annual survey of students' mode of transport to school.		0	0
	<b><u>Employer-Based Programs</u></b>				
	5	Require large employers seeking rezoning to set a price signal (cash-out or charge).		0	0
	5	Require large employers seeking rezoning to provide subsidized transit.		0	0
	5	Require large employers seeking rezoning to provide a TDM plan that would reduce trips by 20 percent over business as usual.		0	0
	<b><u>Traffic Volume</u></b>				
	3	Track VMT or traffic counts and report on efforts at reduction (including those on this list).		0	2
	3	Eliminate parking minimums from non-residential districts.		5	5
	5	Set parking maximums at X per square feet for office and retail uses.		5	5
5	Scheduled transit service at basic level (hour peak service within half-mile of 50 percent of addresses).		5	5	
10	Scheduled transit service at enhanced level (half-hour peak service within 75 percent of addresses).		0	0	

Element	Max. Score	 <b>GREEN TIER</b>	<h1 style="text-align: center;">Sustainability Strategies Scoresheet</h1> <p style="text-align: center; color: red; font-size: small;">(Also known as Appendix 3 of GTLC Charter, Last Revised 02-08-2016 by Rick Ellertson)</p>		Community Name 2015 Scores*	Community Name 2016 Goal*	
<b>T A N I O N</b>	<b>TRANSPORTATION SYSTEM MANAGEMENT</b>						
	Transportation system management strategies aim to reduce GHG emissions and VMT by improving the overall performance of a transportation system. These strategies improve existing infrastructure, introduce new technology, and plan for the future of the system.						
	<u><b>Preservation and Improvement</b></u>						
	3	Develop and fully fund comprehensive maintenance program for existing roads.				2	2
	5	Charge impact fees for new roads.				0	0
	5	Calculate lane-miles per capita for arterials and collectors, and show reductions				0	0
	5	Prepare a plan identifying disconnections in bike and pedestrian networks, prioritizing fixes and identifying potential funding sources for the most important projects.				0	0
	5	Any proposal to add lanes to a two-lane roadway shall be evaluated for a center turn lane, the preferred option over an expansion to four lanes.				0	0
	3	Identify four-lane roadways with fewer than 20,000 vehicles per day (AADT) and evaluate them for "road diets" with bike lanes or on-street parking				0	0
	<u><b>Electric Vehicles</b></u>						
	1	Allow NEVs on appropriate roadways.				0	0
	2	Provide public charging stations				0	2
	<u><b>Vehicle Idling</b></u>						
	2	Ban idling (more than 5 minutes) with local government vehicles.				0	2
5	Ban idling (more than 5 minutes) community-wide.				0	5	
<b>ZONING AND DEVELOPMENT</b>							
Zoning and development strategies work toward improving the overall environmental, economic, and social health of a community by promoting mixed-use and infill development, walkable neighborhoods, and an overall sustainable lifestyle.							
<u><b>Infill Development</b></u>							
5	Identify priority areas for infill development, including those eligible for brownfields funding.				3	5	
1	Create land bank to acquire and assemble priority infill sites				0	1	
1	Develop an inventory of known contaminated properties for reuse planning, with possible GIS application				0	0	
<u><b>Walkscore</b></u>							
10	Measure Walkscore at 10 random residential addresses per Census tract, compute average, and improve upon overall score				0	5	
<u><b>Zoning</b></u>							

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L A N D	5	Adopt traditional neighborhood design ordinance (If population is less than 12,500)			4	4
	5	Zoning for office and retail districts permits floor-area ratio > 1, on average.			5	5
	8	Zoning for office and retail districts requires floor-area ratio > 1, on average.			0	0
	5	Zoning code includes mixed use districts			5	5
	8	Mixed-use language from Smart Code TBA.			0	5
<b>NATURAL RESOURCE MANAGEMENT</b>						
Natural resource management strategies seek to conserve, preserve, protect and promote a community's greenspace, wildlife, wetlands and waterways for this and future generations by promoting pervious surfaces and adequate setbacks.						
U S E	<b><u>Canopy</u></b>					
	3	Adopt tree preservation ordinance per GTLC standards.			3	3
	4	Set a tree canopy goal and develop a management plan to achieve it			0	4
	2	Require trees to be planted in all new developments			2	2
	2	Certification as Tree City USA			2	2
	2	Certification as Bird City Wisconsin Community			2	2
	<b><u>Vegetation Management</u></b>					
	2	Public properties and rights of way mown or cleared only for safe sightlines and/or to remove invasive species.			0	1
	2	Create community policy and BMP guidelines on minimizing chemical use during vegetation management of public and private properties			1	1
	<b><u>Water Protection</u></b>					
10	Establish 75-foot natural vegetation zone by surface water.			5	8	
5	Inventory wetlands and ensure no net annual loss.			5	5	
<b>COMMUNITY ENERGY USE</b>						
Community energy use strategies encourage energy efficiency and the use of renewable fuels to reduce total energy consumption throughout the community						
<b><u>Community Energy Use Policies</u></b>						
6	Use PACE financing			0	3	
1	Watt meters available to the public			0	0	
10	Adopt Residential Energy Conservation Ordinance (time-of-sale certification and upgrades).			0	4	
<b><u>Measuring Community Energy Use</u></b>						
4	Work with local utilities to calculate total electricity and natural gas consumption annually, beginning with the fifth year before entering the program.			4	4	

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ENERGY	1	State of Wisconsin Energy Independent (EI) Community designation.		1	1	
	<b>MUNICIPAL ENERGY USE</b> Municipal energy use strategies encourage municipal employees to conserve energy, preserve the environment, and decrease greenhouse gas emissions from municipal facilities, services, and vehicle fleets.					
	<u>Government Energy Use Policies</u>					
	5	Include transportation energy/emissions as criterion in RFPs for purchases of goods over \$10,000.		2	2	
	3	Develop list of lighting, HVAC and shell improvements to raise Energy Star Portfolio Manager or LEED EBO&M score		2	2	
	3	Reduce motor fuels use for non-transit activities --		0	0	
	6	Provide transit passes at 50 percent or more off the regular price and/or provide parking cash-out options for local government employees.		0	0	
	5	Streetlights operate at 75 lumens/Watt or higher		2	4	
	3	Stoplights are LED or functional equivalent		2	3	
	5	Municipal electricity purchases are at least 5 percentage points higher in renewable content than the statewide renewable portfolio standard requires. Calculation may include self-generated power and purchased offsets.		5	5	
	<u>Measuring Government Energy Use</u>					
	5	Complete EPA Energy Star Portfolio Manager spreadsheet for government energy use. Or score existing buildings with LEED EBO&M.		5	5	
	2	Calculate annual government fleet use of motor fuels, in gallons of petroleum and biofuels, beginning with the fifth year before entering the program.		0	0	
	10	All new and renovated municipal buildings must meet LEED Silver or greater.		0	0	
	<b>WATER USE CONSERVATION</b> Water Conservation strategy options set baselines and goals for water and energy performance in municipalities. They measure progress and promote water conservation by the government, business, and the community at-large.					
	<u>Water Conservation</u>					
6	Track water and sewer use annually, beginning with fifth year before entering program, and develop plan for reductions.		3	3		
4	Develop a water loss control plan with targets below the 15% required by the state and include a system-wide water audit implementation and time table		4	4		
2	Join EPA's WaterSense Program for water utilities or the Groundwater Guardian Green Sites program and promote them to local business.		0	0		
6	Use block rates and flat rates to encourage water conservation among residential, commercial, and industrial users.		6	6		
3	Infiltration and inflow reduction by 10%		0	0		
5	Plan for replacing all toilets using > 1.6 gpf and annual progress sufficient to reach 90 percent replacement in 10 years.		4	4		

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W A T E R	<u>Local Government Use</u>					
	2	Install waterless urinals in men's restrooms at municipal facilities (city hall, parks, etc.)		1	1	
	3	All outdoor watering by local government, excluding parks and golf courses, from rain collection.		0	0	
	4	Develop a water efficiency and conservation plan for municipal buildings		0	0	
	<b><u>WATER AND WASTEWATER INFRASTRUCTURE MANAGEMENT</u></b>					
	Setting goals for the sustainable management of water and wastewater infrastructure reduces costs; saves energy; and ensures the protection of public health and the environment.					
	10	Develop and implement asset management plans that set targets for the sustainable maintenance, operation and renewal of water and wastewater infrastructure.		0	0	
	5	Wastewater biogas captured and used in operations.		0	0	
	1	Financial assistance for sewer lateral replacements.		0	0	
	5	Set goals for increasing the recovery of resources from wastewater for energy generation (heat or electricity) and fertilizer.		2	2	
	2	Explore partnership options with high-strength waste.		0	0	
	6	Upgrade water and wastewater utility equipment (e.g., variable frequency drive motors) to achieve energy efficiency based on total life cycle, triple bottom line costs (e.g. maintenance and replacement strategies in asset management plans).		2	2	
	<b><u>STORMWATER MANAGEMENT</u></b>					
	Stormwater Management strategy options encourage the use of best management practices to achieve a reduction in the amount of harmful pollutants introduced to our streams, rivers, and lakes.					
	3	Develop a regular street sweeping program to reduce total suspended solids		3	3	
	3	Stormwater utility fees offer credits for best management practices such as rain barrels, rain gardens, and pervious paving		0	0	
	2	Inventory all paved surfaces (e.g., by GIS mapping), and develop a plan for reduction		0	0	
	2	Work with commercial or light industrial businesses to develop stormwater pollution plans		1	1	
<b><u>WATER AND DEVELOPMENT</u></b>						
Water and Development strategy options link water conservation and the preservation of land, wetlands, and wildlife habitat while promoting compact development, restoration and rehabilitation efforts, and long-term planning.						
<u>Land Development</u>						
5	Identify key green infrastructure areas during plan development and/or implement a plan to acquire and protect key green infrastructure areas		0	0		
<u>Waters, Wetlands, and Wildlife</u>						
6	Replace concrete channels with re-meandered and naturalized creeks, wetlands, or swales		6	6		
3	Develop a system for identifying culverts that obstruct fish migration and install fish friendly culverts where needed		3	3		

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	4		Provide incentives for protection of green infrastructure, sensitive areas, important wildlife habitat, or for the restoration or rehabilitation of wetlands or other degraded habitats such as credit towards open space or set-aside requirements	0	0	
<b>WASTE MANAGEMENT AND REDUCTION</b>						
<b>Waste Management and Reduction strategy options encourage municipalities and their citizens to divert organics and recyclables from landfills and properly dispose of hazardous materials in an effort to reduce waste in a community.</b>						
W A S T E	3		Community waste stream monitored at least annually . Waste reduction plan prepared and updated annually	3	3	
	4		Waste and materials management plan based on "zero-waste" principles, with specific goals, prepared and updated annually	0	0	
	3		Construction/deconstruction waste recycling ordinance	3	3	
	3		Mandatory residential curbside recycling pickup that covers paper, metal cans, glass and plastic bottles	3	3	
	5		Develop a municipal collection program that encourages the diversion of food discards, yard materials, and other organics from landfills to composting or anaerobic digestion with energy recovery	3	3	
	3		Develop and promote programs that dispose of household hazardous, medical, and electronic waste	2	2	
	4		Use anaerobic digesters to process organic waste and produce energy	0	0	
	3		Implement municipal ordinances requiring manufacturer takeback for fluorescent bulbs, thermostats and other mercury-containing devices	1	1	
	2		Ordinances in place to reduce the usage of phone books as well as single-use shopping bags, styrofoam food containers and other disposable packaging	0	0	
	2		Pay-as-you-throw system implemented by municipality or required of private waste haulers	2	2	
	1		Use public education and outreach to promote recycling, backyard composting, product re-use and waste reduction	0	0	
<b>HEALTHY COMMUNITY PLANNING</b>						
<b>Policies and projects related to incorporating health living into community design- whether by built form, programs, education, etc. in an effort to reduce trends in poor nutrition, inactive lifestyles, chronic diseases, such as obesity and heart disease, and other negative health risk factors.</b>						
<b><u>Policies Affecting Multiple Program Areas</u></b>						
	5		Adopt a resolution that promotes Health in All Policies at the community level (e.g., HEAL Resolution). Include that educational campaigns supporting a program covered by the resolution are appropriately targeted to all of the populations addressed by the program	0	3	
	8		Establish a Health Impact Assessments policy, including when an assessment is required and its scope	8	8	
<b><u>Planning</u></b>						
	8		Add health policies in 1 or more of the community's plans, including the comprehensive plan, long-range transportation plan, bicycle/pedestrian plan and open spaces recreation plan (embedded or stand-alone chapter) or develop a comprehensive, community wide wellness plan.	0	5	
	3		Site schools in the Comprehensive Plan for accessibility with existing or new bicycle and pedestrian infrastructure	0	3	

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<b>H E A L T H</b>	5	Encourage the formation and/or support of Neighborhood Improvement Districts (NIDs), Neighborhood Development Corporations, or other similar types of neighborhood reinvestment and enhancement strategies in plans or policies.			0	5
		<b><u>Healthy Food Access</u></b>				
	6	Implement strategies (urban agriculture, community gardens on public land, diversified farmer's markets, expanded traditional retail food options, ordinances to allow urban chickens and beekeeping and vegetable gardening in rights of way) that help increase fresh food access in the community, in particular in areas with food insecurity (e.g., "food deserts" and "food swamps"), including access by EBT and WIC participants.			6	6
	7	Create a Food Systems Plan that addresses the production, distribution, value-added, marketing, end-market, and disposal of food, and charge a new or existing governmental body to oversee the plan's implementation.			0	0
		<b><u>Physical Activity and Access</u></b>				
	4	Provide an on-street and/or off-street trail network connecting recreational areas in the community (e.g. safe routes to parks) and other trip generators, such as shopping malls, ensuring all neighborhoods are included in planning and implementation.			2	2
	4	Encourage pedestrian and bicycle site connections from front door of businesses or apartments to a public sidewalk and/or bike lane ensuring connections to all neighborhoods.			2	2
	3	Provide education and establish programming to encourage physical activity, especially by youth.			3	3
	7	Establish an expanded public transit that serves commuters from all neighborhoods and major parks and recreation facilities, and has racks on vehicles for carrying bicycles.			5	5
	6	Require sidewalks in new residential areas and establish a policy for adding sidewalks, as appropriate, in areas built out without sidewalks.			4	4
	8	Implement a Complete Streets policy.			0	0
	5	Provide recreation programs for youth, adults, senior citizens and disabled persons.			5	5
	3	Establish a pedestrian safety task force.			0	0
		<b><u>Housing</u></b>				
	7	Adopt ordinances and programs to maintain a healthy housing stock (code enforcement, landlord licenses, volunteer program, truth-in housing disclosure before sale, etc.).			3	3
	6	Allow life cycle or adaptable housing options, such as "aging in place", accessory dwelling units, Universal or Inclusive Design, Dementia Friendly Communities, Age-Friendly Communities, etc.			3	3
	8	Establish a program to make housing more affordable.			8	8
	7	Establish a program to address chronic homelessness, such as "permanent housing".			5	5
		<b><u>Crime Prevention and Other Harm Reduction</u></b>				

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	6	Use by policy, ordinance or practice, Crime Prevention Through Environmental Design and active threat planning to make public spaces, such as recreational space, crime free.			0	0
	5	Establish and implement Harm Reduction strategies for alcohol outlet density and sexual oriented establishments (e.g. zoning limitations)			5	5
	4	Adopt an ordinance or policy that requires tobacco-free and e-cigarette free apartments or places limitations on such structures.			0	0
	3	Adopt an ordinance or policy that promotes tobacco-free and e-cigarette free parks and/or public events on local government-owned property.			2	2
		<b><u>Climate Change</u></b>				
	7	Create and implement a climate change action plan that includes a carbon footprint study, and health related components on reducing air pollution from combustion of fossil fuels and responding to heat episodes and flooding, focusing in particular on most vulnerable populations.			0	3
		<b><u>Noise</u></b>			0	0
	2	Adopt an ordinance, including conditional use permits, on noise abatement for various zoning districts.			2	2
		<b><u>Employee Health</u></b>				
	5	Implement a wellness program for employees of the local jurisdiction.			4	5
	6	Encourage or partner with others, such as the Chamber of Commerce, etc., to advance workplace wellness programs within the community.			6	6
		<b><u>Placemaking</u></b>				
	5	Support placemaking at varying scale (neighborhood to major city facility) and permanence (temporary to permanent) through programming, financial support and removal of regulatory barriers to promote healthy living and social capital in the community.			4	5
	8	Adopt form-based codes or similar type design guidelines for healthy active living environments.			0	0
		<b><u>Waste Pharmaceuticals</u></b>				
	4	Establish partnerships to reduce waste pharmaceuticals generated in the community and to efficiently collect remaining wastes to prevent their abuse and entry into solid waste or wastewater.			4	4
	<b>536</b>				<b>215</b>	<b>281</b>
					40%	52%